

ARTICLE 25

GENERAL PROVISIONS FOR SIGNS

Legislative Intent. It is the intent of this Article to regulate the display of all signs so as to assure that they will be appropriate to the land, building, or use to which they are appurtenant and be adequate, but not excessive, for the intended purpose of identification, information, protection, or advertisement. Only those signs specifically enumerated in this Article shall be permitted. No sign shall be erected or placed within any public right-of-way or public place, except as authorized by the Zoning Administrator pursuant to this Ordinance.

Properties within the Historic District require a Certificate of Appropriateness, for all signs requiring a sign permit, prior to the issuance of a sign permit by the Zoning Administrator (Article 22). Sign requests are considered relative to the individual characteristics of buildings, existing signage, and site conditions. Sign regulations established by this Article represent maximum permitted signage and may be reduced, as deemed appropriate by the Architectural Review Board, to meet the provisions of Article 22.

25-1 Signs for Which Permit Not Required. No permit shall be required for the following signs, provided they are installed in compliance with the provisions of this Article. Such signs may be displayed in any district, in addition to signs permitted in each district, and the area of any of the following signs shall not be included in computing the aggregate sign area specified for the districts:

- A. Temporary real estate signs advertising residential properties not exceeding six (6) feet in area which advertise the property on which it is located for sale, rent, or lease, such signs not to be illuminated.
- B. A temporary real estate sign advertising commercial, industrial or other nonresidential properties, or announcing the development of a new subdivision or building development when:
 - 1. Only one (1) sign is erected on the land or building.
 - 2. It is not illuminated.
 - 3. It is not over fifty (50) square feet in area.
 - 4. It is not over eight (8) feet in height.
 - 5. It is not less than twenty (20) feet from any existing or proposed street or adjacent property.

6. Such sign shall be removed upon completion of building development or within three (3) days of the final sale of building lots.
- C. Professional nameplates not exceeding two (2) square feet in area, when placed flat upon the wall of the building.
 - D. Signs denoting the architect, engineer, or contractor when placed upon work under construction and not exceeding thirty-two (32) square feet in area per project. Such signs shall not be illuminated, must be placed not less than twenty (20) feet from any existing or proposed street or adjacent property, shall not exceed eight (8) feet in height, and shall be removed upon completion of the project.
 - E. Signs of a constituted governmental body, state, or local agency, placed to inform the public, or to warn the public of dangers, emergencies, and the like, including traffic signs, railroad crossing signs, and other similar informational signs, as approved by the Zoning Administrator.
 - F. Signs not exceeding two (2) square feet in area warning the public against hunting, fishing, swimming, the presence of dangerous animals, or trespassing on the land on which the same are displayed.
 - G. Any informational or directional sign, commemorative plaque, or historic marker erected by a public agency, not to exceed twelve (12) square feet. Signs displayed by the Town, or authorized by the Town pursuant a Master Sign Plan for the purpose of giving directions to business districts, new subdivisions under construction and commercial facilities for the convenience of the traveling public; provided that no such sign shall give direction or distance to any specific business establishment. Such signs shall not exceed thirty-two (32) square feet in area, and eight (8) feet in height. Entryway signs erected by the Town shall not exceed, fifty (50) square feet.
 - H. Identification signs in any R district not exceeding two (2) square feet in area.
 - I. Official notices or advertisements posted or displayed by or under the direction of any public or court officer in the performance of his official or directed duties or by trustees under deeds of trust, deeds of assignment, or other similar instruments provided that all such signs shall be removed not later than seven (7) days after the last day which they are required to be displayed.

- J. Handicapped parking space signs as required by this Ordinance and installed to meet the specifications of the Town of Warrenton Public Facilities Manual.
- K. Temporary private yard sale signs, not to exceed more than two (2) per site, nor more than six (6) square feet per sign. Such signs shall not be displayed for more than seventy-two (72) hours, nor more than twenty-four (24) hours after the conclusion of the sale.
- L. Changing of message content of an approved directory, institutional bulletin board or theater marquee sign.
- M. Flags, emblems, and insignia of any governmental agency or religious, charitable, public, or non-profit organization, provided however that no single flag shall exceed fifty (50) square feet in area and no single lot or business shall display more than three (3) such flags. If the total area of such flags exceeds 75 square feet, the excess area shall be included in the sign area calculations for the lot. A decorative flag or a flag that denotes a business is open may be displayed. Such flags, when hanging over a sidewalk or public area for pedestrians shall not be less than eight (8) feet in height above such area at the lowest part of the flag and not exceed 12 square feet.
- N. Temporary advertising signs, affixed to or clearly visible through windows in commercial establishments advertising the sale or promotion of specific products, services or events. Such signs shall be temporary in construction, materials and method of attachment and shall be removed promptly following the sale, event or promotion. The aggregate of all such signs at a given establishment shall not cover more than seventy-five (75) percent of the total window area through which the signs are clearly visible or affixed.
- O. Private drive signs, one (1) per drive entrance, not exceeding two (2) square feet in area, with the message content limited to the words "Private Drive" and the address of any residences or businesses utilizing the private roadway.
- P. Refacing a conforming sign.
- Q. Temporary signs advertising the opening or closing of a nonresidential use with a maximum of twenty-four (24) square feet. Such signs shall be erected

for no more than forty-five (45) days. Any such sign must be removed within five (5) days following the event.

25-2 Signs Permitted in All Districts

The following types of signs are permitted in all districts, upon obtaining a sign permit from the Zoning Administrator, except as noted in other Sections of this Article, in addition to those signs permitted in a particular district under the provisions of this Article. The area of any such signs shall not be included in computing aggregate sign areas specified for the districts.

- A. Temporary signs and Banners of any political party or announcing the candidacy of any individual for any nomination or office, not exceeding four (4) square feet in area. Such signs shall be removed not later than three (3) working days after the date of the election to which they pertain.
- B. Temporary signs and Banners advertising only the name, time, and place of any bona fide fair, carnival, festival, bazaar, horse show, or similar event within the Town, when conducted by a public agency or for the benefit of any civic, fraternal, religious, or charitable cause; provided that no such sign shall be displayed in any R district except on the immediate site of the event to which it pertains; and provided further, that all such signs shall be erected not more than thirty (30) days prior to the event and shall be removed within three (3) days after the last day of the event to which they pertain. Signs displayed over public right-of-ways shall require Town Council approval. Individual signs shall not exceed thirty-two (32) square feet.
- C. Not more than one (1) sign, not exceeding six (6) square feet in area, in any lot in any R district and not exceeding thirty-two (32) square feet in area in any lot in all other districts on a multiple dwelling building group or on any other building or on a lot or other parcel of land, advertising the prospective sale, rent, lease, or trade of such real property, displayed by the owner thereof, or by his agent, provided, that such sign shall be removed within three (3) days after the sale, rental, lease, or trade of such real property; except that any such sign advertising the availability of dwelling units for rent in any multiple dwelling or any multiple dwelling building group may be displayed for as long as any dwelling units therein are available for rent.

- D. Signs up to four (4) square feet in area may be displayed for the sole purpose of giving directions to specified churches and community buildings, provided that such directional signs shall not be illuminated except by indirect lighting. Such signs shall not exceed one (1) per street nor more than a total of three (3) for each building or associated group of buildings.
- E. One (1) identification sign, no larger than six (6) feet in height or more than twenty (20) square feet in area, including the sign structure or framing, identifying an established neighborhood or community. Such sign shall be limited to the name of the neighborhood or community and the location of significant features within the same. Such sign may be displayed at each entrance to the neighborhood or community with no more than one (1) sign per entrance.
- F. Signs in a parking lot to identify entrances, exits, and divisions of the lot into sections; to control vehicular and pedestrian traffic in the lot; and to direct exiting traffic to collector or arterial highways or points of interest within the town, provided each sign does not exceed four (4) square feet in area.
- G. Signs or bulletin boards customarily incident to places of worship, schools, libraries, museums, social clubs, or societies which signs or bulletin boards shall not exceed fifteen (15) square feet on each face or have an aggregate area in excess of thirty (30) square feet. Such signs or bulletin boards may be indirectly lighted only.
- H. Internal directional or identification signs of any type, one (1) per building or one (1) per loading door, located to be read from parking lots, loading areas, or walkways within the site of a group of related buildings or uses giving the use, name, or occupancy of the building or use, limited in area to ten (10) square feet and height to eight (8) feet. Such signs shall not be illuminated except by indirect lighting.
- I. Directory boards, indirectly lighted or unlighted, located on or behind the property lines for the purpose of directing the public to and identifying the occupants or tenants of a building, their location in the building and occupation, provided that the letters in such directory boards shall not exceed one (1) inch in height. Each border and frame, if any, shall not exceed six (6)

inches in width; each face shall not exceed fifteen (15) square feet; and the aggregate area shall not exceed thirty (30) square feet.

25-3 Prohibited Signs

The following signs are expressly prohibited unless specifically stated otherwise:

- A. Off-premise signs, including billboards.
- B. Portable signs, or any sign that is not permanently affixed to a building, structure, or the ground, including signs displayed on a stationary vehicle. This prohibition shall not apply signs painted or displayed on an operable commercial vehicle which is used as a delivery, service, or transportation vehicle on a regular basis.
- C. Roof signs.
- D. Simulated traffic signs or any sign which may be confused with or obstruct the view of any authorized traffic sign or signal.
- E. Animated signs, including but not limited to pennants, propellers, inflatable figures, and discs. This prohibition shall not apply to the hands of a clock, a weather vane, or flags meeting the requirement of Section 25-1.
- F. Flashing signs, except for time and temperature signs.
- G. Signs with light sources of such brightness as to constitute a hazard or nuisance to nearby residents, pedestrians, or motorists, as determined by the Zoning Administrator.
- H. Strings of lights outlining property lines, sales areas, products, or any portion of a structure, unless part of an approved sign or sign structure. This prohibition shall not apply to seasonal decorations.
- I. Signs affixed to a tree, other natural vegetation, rock outcropping, or other natural feature, utility poles, or any other unapproved supporting structure.

- J. Signs that obstruct the visibility at intersections or block any door, fire escape, stairway, or any opening intended for light, air, or access to any building.
- K. No sign shall be placed on or within the public right-of-way, excluding those placed by a public agency or body, except as provided in Section 25-8.

25-4 General Regulations

- A. A sign of a permanent nature painted on, attached to, or placed within three (3) feet of doors or other transparent building facade elements, in such a way as to be visible from the public right-of-way or from adjacent properties, shall be included in sign area calculations.
- B. No sign, temporary or otherwise, is to be placed or located to conflict with the vision clearance or other requirements of this ordinance or applicable traffic ordinances.

25-5 Sign Restrictions

The following restrictions apply to signs permitted in any district unless qualified:

- A. Ground sign: Except for the shopping center or industrial park sign as permitted herein, no ground sign shall be erected with a total length greater than fifteen (15) feet or total height greater than twenty-five (25) feet. The thickness between the faces of any ground sign shall not exceed two (2) feet. If illuminated, it shall be by indirect lighting methods only.
- B. Wall sign: No wall sign, except those painted on windows and doors, shall be erected less than eight (8) feet above the sidewalk or ground, exclusive of professional name and office identification plates installed flush against the wall as specified in Section 25-1 of this Article; nor extend above the parapet of the main building to which it is attached; nor beyond the vertical limits of such building. No wall sign letter shall exceed twenty-four (24) inches in height, provided however, that the Zoning Administrator may approve a letter height of not more than forty-eight (48) inches for one (1) or more letters if remaining letters are reduced in size to maintain overall scale. If illuminated, it shall be by indirect lighting methods.

- C. Projecting sign: No projecting sign erected over a sidewalk or public area for pedestrians shall be less than eight (8) feet in height above such area at the lowest part of the sign. It shall not extend above the roof or parapet wall to which it is attached. No such sign or part thereof shall extend nearer the curb line of any street or walk than two (2) feet. No such sign erected between buildings over a public access way or alley shall be less than sixteen (16) feet above the level of such accessway or alley. If such projecting sign is illuminated it shall be by indirect lighting methods.
- D. Permanent Window Signs: Window signs are a form of a wall sign and shall be included in the permitted wall sign area. No window sign shall exceed twenty-five (25) percent of the window area. No window sign shall have an area exceeding twenty-five (25) square feet. The maximum height for any letter or figure on any window sign shall not exceed twenty-four (24) inches in height.
- E. Painted signs: Painted signs are a form of wall sign and shall meet the requirements for wall signs within the respective zoning district. No letter or figure on any painted sign shall exceed twenty-four (24) inches in height, provided however that the Zoning Administrator may approve a letter height of not more than forty-eight (48) inches for one (1) or more letters if remaining letters are reduced in size to maintain overall scale.
- F. Shopping Center or Industrial Park Sign: One (1) ground sign is permitted at each major entrance of a shopping center or industrial park, such sign not to exceed seventy-five (75) square feet in area and thirty (30) feet in height for a shopping center or seventy-five (75) square feet and fifteen (15) feet in height for an industrial park. Signs shall display only the name of the shopping center or industrial park and the name of the major tenant(s). Sign areas for such signs are not intended to count against permitted sign area for individual tenants, but the shopping center sign is intended to replace individual ground signs for attached buildings in the center.

Signs for individual businesses or industries are permitted within shopping centers and industrial parks, and shall meet the requirements for their respective zoning district, as provided in this Article. Signs shall be compatible with one another throughout the shopping center or industrial park,

demonstrating a similarity of materials, letter sizes, colors, sign area, and sign placement with respect to major building elements.

- G. Directory signs: For multi-use buildings, located adjacent to main building entrances and mounted flush to the wall, providing information on the name and location of offices, shops, or other uses within the building. Such signage is meant to replace individual signs, for each use within the building, and should be designed to use removable panels, or a similar feature, for ready modification when a use is discontinued. Individual letters shall not exceed three (3) inches in height and the directory sign shall not exceed a total sign area of ten (10) square feet. In the Central Business District, the Architectural Review Board may approve other permitted signs for retail spaces that front on a street in multi-use buildings. However, the Architectural Review Board shall not approve more square footage of signage than that permitted by this ordinance.
- H. Signs for Gasoline Stations: Automobile service and gasoline stations shall comply with all applicable sign regulations within this Article, provided, however, the following additional regulations shall apply:
1. Changeable Fuel Price Signs. No freestanding fuel price signs are permitted. Ground mounted (monument style) signs may include changeable fuel price signs indicating the current price of fuel dispensed on the premises, provided the fuel price sign is erected as an integral part of the monument sign. The area of the fuel price sign shall be included in determining the sign area for the business.
 2. Gas Pump Signs. Each gas pump shall be permitted a total of one (1) square foot of sign area to identify the product dispensed.
 3. Portable signs. Each gas pump island may be permitted a total of one (1) sign, not to exceed twelve (12) square feet. These signs shall be placed adjacent to either end of the pump island or in between the ends of the pump island.
 4. Canopy Signs. Canopy signs shall be permitted with signage comprised of a single reference to the name of the service station and or identification logo, up to a maximum of fifteen (15) square feet of signage per side of the canopy that can be viewed from the public right-of-way. These signs shall

be included in the aggregate sign area for wall signs for the business. If illuminated, it shall be by indirect lighting methods.

5. Full or Self Service Signs. A total of eight (8) square feet per pump island, identifying it as either "self-service" or "full-service". These signs shall be attached to the supports of the canopy and shall not count against the aggregate sign area for the business.
 6. State Inspection Sign: One (1) state inspection sign, not to exceed four (4) square feet may be attached to the building.
 7. Emission Control Inspection Sign: One (1) emission control inspection sign, not to exceed four (4) square feet may be attached to the building.
- I. Theater Marquees: Theaters are permitted to erect one of the permitted wall or marquee signs with a changeable copy board displaying the titles and show times of the current motion pictures, and shall not exceed an area of one hundred (100) square feet or ten (10) percent of the area of the wall on which it is placed, whichever is less.
 - J. Menuboard Signs: Restaurants that have a drive-through permitted under the regulations of this ordinance are permitted to erect three (3) menuboards in addition to a permitted ground or monument sign. Individual menuboard signs shall not exceed twenty-four (24) square feet in area and eight (8) feet in height. If illuminated, it shall be by indirect lighting methods.
 - K. Downtown Directory Signs: Businesses located in the Central Business District and not located on Main Street, may place a sign on a wall of a building on Main Street, if permitted by the property owner. Such signs shall be mounted flush to the wall, providing information of the existence of and location of offices, shops or other uses. These signs shall only identify businesses by type and not by name, and advertising businesses shall combine their respective signs into one directory sign. The maximum sign area for such signs shall be limited to eighteen (18) square feet, however, the Architectural Review Board may approve smaller signs where appropriate.
 - L. Churches and other places of worship signs in residential districts. Churches in a residential district may erect a sign on each adjacent street frontage of 100 feet or more with a maximum sign area of twenty-four (24) square feet for

each sign. Said sign may be free standing or may be mounted on a wall. In the event of a free standing sign, maximum height shall be eight (8) feet. Message content may be changed without additional authorization.

25-6 Sign Regulations for the R-15, R-10, and R-6 Zoning Districts

- A. In addition to the regulations set forth in Section 25-2, the following sign regulations shall apply to the R-15, R-10, and R-6 Zoning Districts. Only the following sign structures shall be permitted:
 - 1. Ground
 - 2. Wall
 - 3. Projecting
 - 4. Painted
 - 5. Window
- B. All sign structures in these districts shall be set back from any street line at least one-half the distance as required for the main building, and twenty-five (25) feet from any side lot line, except temporary signs which locations shall be approved by the Zoning Administrator. No sign structure shall be erected to a height exceeding eight (8) feet and shall not be illuminated, except church bulletin boards and identification signs as defined.
- C. Total sign area per lot shall not exceed eight (8) square feet.
- D. No commercial signs shall be permitted.

25-7 Sign Regulations for the RT, RMF, MHP, and PUD Zoning Districts

- A. In addition to the regulations set forth in Section 25-2, the following sign regulations shall apply to the RT, RMF, MHP, and PUD Zoning Districts. Only the following sign structures shall be permitted:
 - 1. Ground
 - 2. Wall
 - 3. Projecting
 - 4. Painted
 - 5. Window

- B. All sign structures in this district shall be set back ten (10) feet from any street line, and ten (10) feet from any side lot line, except temporary signs whose location shall be approved by the Zoning Administrator. No sign structure shall be erected to a height exceeding eight (8) feet and any illuminated sign shall conform to Section 25-15 of this Article.
- C. Total sign area per lot shall not exceed eight (8) square feet.
- D. Commercial signs shall be permitted only within approved commercial areas in PUD districts, and shall be subject to the regulations in Section 25-9 of this Article. Signs for commercial uses located in the RT and RMF zoning districts are permitted, but shall be limited to eight square feet in area per lot. (amended Town Council 10/10/96)

25-8 Sign Regulations for the RO, PSP and CBD Zoning Districts

- A. In addition to the regulations set forth in Section 25-2, the following sign regulations shall apply to the RO and CBD Zoning Districts. Only the following sign structures shall be permitted:
 - 1. Ground signs if there are no projecting signs
 - 2. Wall
 - 3. Projecting signs if there are no ground signs
 - 4. Painted
 - 5. Directory
 - 6. Sandwich Board
 - 7. Window
- B. All ground sign structures in the RO and PSP districts shall be located no closer than ten (10) feet from the right-of-way line of any street. All ground signs in the CBD shall be located no closer than the right-of-way line of any street. Any illuminated sign shall conform with Section 25-15 of this Article.
- C. Ground signs where permitted shall be subject to the following limitations:
 - 1. Located at least twenty-five (25) feet from any side or rear property line when adjacent to an R zone.

2. Shall have a concrete or asphalt curb island protecting the sign against damage when located in a parking area.
 3. Sign and structure shall not exceed eight (8) feet in height.
 4. Sign shall not exceed thirty-two (32) square feet in area.
 5. No more than one (1) ground sign per lot, except on corner lots with street frontages of 100 feet or more, which are permitted one ground sign per street frontage. The second sign on a corner lot with street frontage of 100 feet or more, shall not exceed 12 square feet.
- D. Wall and Painted signs shall not exceed three (3) in number and shall not exceed an aggregate area of one hundred (100) square feet for each wall fronting on a street or ten (10) percent of the area of the wall on which they are placed, whichever is less.
- E. Projecting signs are permitted if there are no ground signs, one (1) for each business on the premises and gross area for all projecting signs shall not exceed thirty-two (32) square feet.
- F. One sandwich board sign may be approved by the Zoning Administrator for each business in a building that has its own exclusive access to a public sidewalk or street zoned Central Business District and for which a ground sign is not permitted. This approval shall assure that the regulations set forth below are met and that the color, design, and content of the sign are consistent with the statement of intent of the zoning district within which it is located. In addition, the following regulations shall apply to all sandwich board signs:
- (1)The area of each face of the sign shall not exceed nine (9) square feet. The total area of each face of the sign shall be the same in size and not exceed three (3) feet in width and three (3) feet in height. No extensions or projections shall be approved.
 - (2)A sandwich board sign shall not be located closer than five (5) feet from a side lot line. Such sign may be located in a public right-of-way that is adjacent to the building that the business is located in, provided at least four (4) feet of clear sidewalk width is maintained. No sign shall be located

within a parking area, interfere with any sight distance area, or obstruct the loading or unloading of any passenger or commercial vehicle.

(3) Sign information shall be securely affixed to both faces of the sign. Message content may be changed without additional approvals. Each face shall contain the same information.

(4) A sandwich board sign shall be made of wood and shall be constructed in a sturdy and secure manner.

(5) A sandwich board sign shall not be illuminated in any manner.

(6) A sandwich board sign may be displayed only when the business is open. The sign shall be stored indoors at all other times.

(7) A sandwich board sign may be removed by the Zoning Administrator or designee if he finds that the sign violates any of the regulations contained within this article.

(8) Such sign located within a public right-of-way may be removed without notice if the Town Manager or his designee finds that the sign is a public nuisance or if it is in the way of Town operations.

G. One (1) chalk/white board may be approved by the Zoning Administrator for each building on a lot zoned Central Business District. The board must be attached to the building and may not exceed three (3) square feet.

25-9 Sign Regulations for the CL and CG Zoning Districts

A. In addition to the regulations set forth in Section 25-2, the following sign regulations shall apply to the CL and CG Zoning Districts. Only the following sign structures shall be permitted.

1. Ground
2. Wall
3. Painted
4. Shopping Center
5. Directory

- 6. Window
- 7. Sandwich Board

- B. All ground sign structures in these districts shall be located no closer than ten (10) feet from the right-of-way line of any street, except temporary signs whose location shall be approved by the Zoning Administrator. Any illuminated sign shall conform with Section 25-15 of this Article.
- C. Ground signs where permitted shall be subject to the following limitations:
 - 1. Located at least twenty-five (25) feet from any side or rear property line when adjacent to an R zone.
 - 2. Shall have a concrete or asphalt curb island protecting the sign against damage when located in a parking area.
 - 3. Sign and structure shall not exceed twenty-five (25) feet in height.
 - 4. Shall not exceed fifty (50) square feet in area. As an alternative to the permitted shopping center or industrial park sign, a group of three (3) or more contiguous businesses or uses may combine permitted ground sign area to provide a single ground sign advertising the group if there are no other ground signs and if the combined sign area does not exceed seventy-five (75) square feet.
 - 5. No more than one (1) ground sign per lot, except on corner lots with street frontages of 100 feet or more, which are permitted one ground sign per street frontage. The second sign on a corner lot with street frontage of 100 feet or more, shall not exceed 12 square feet.
 - 6. Signs not mounted on poles, columns, or braces, but mounted on a ground oriented structure may be permitted a sign area not exceeding sixty (60) square feet.
- D. Wall signs, painted or otherwise, are limited to three (3) in number and shall not exceed an aggregate area of one hundred (100) square feet for each wall fronting on a street or ten (10) percent of the area of the wall on which they are placed, whichever is less.

E. One (1) sandwich board sign may be permitted for each business in a shopping center. In addition, the following regulations shall apply to all sandwich board signs:

(1)The area of each face of the sign shall not exceed nine (9) square feet. The total area of each face of the sign shall be the same in size and not exceed three (3) feet in width and three (3) feet in height. No extension or projections shall be approved.

(2) The sign must be placed on the sidewalk adjacent to the building that the business is located in, provided that at least four (4) feet of clear sidewalk is maintained.

(3)Sign information shall be securely affixed to both faces of the sign.

(4)The sign shall be constructed in a sturdy manner and not be illuminated.

(5)The sign may be displayed only when the business is open. The sign shall be stored indoors at all other times.

25-10Sign Regulations for the IL and IG Zoning Districts

A. In addition to the regulations set forth in Section 25-2, the following sign regulations shall apply to the IL and IG Zoning Districts. Only the following sign structures shall be permitted:

1. Ground
2. Wall
3. Painted
4. Industrial Park
5. Directory

B All ground sign structures in this district shall be located no closer than ten (10) feet from the right-of-way line of any street, except temporary signs whose location shall be approved by the Zoning Administrator. Any illuminated sign shall conform with Section 25-15 of this Article.

C. Ground signs where permitted shall be subject to the following limitations:

1. Located at least twenty-five (25) feet from any side or rear property line when adjacent to an R zone.
 2. Shall have a concrete or asphalt curb island protecting the sign against damage when located in a parking area.
 3. Sign and structure shall not exceed twenty-five (25) feet in height.
 4. Shall not exceed fifty (50) square feet in area. In addition to the permitted industrial park sign, a group of three (3) or more contiguous businesses or uses may combine permitted ground sign area to provide a single ground sign and advertising the group if there are no other ground signs and if the combined sign area does not exceed seventy-five (75) square feet.
 5. No more than one (1) ground sign per lot, except on corner lots with street frontages of 100 feet or more, which are permitted one ground sign per street frontage. The second sign on a corner lot with street frontage of 100 feet or more, shall not exceed 12 square feet.
- D. Wall signs, painted or otherwise, are limited to one (1) for each wall fronting on a street and shall not exceed an area of one hundred (100) square feet or ten (10) percent of the area of the wall on which it is placed, whichever is less.
- E. Projecting signs are permitted if there are no ground signs, one (1) for each business on the premises and limited in area to fifty (50) square feet.
- F. No billboards of any kind shall be permitted.

25-11 Sign Permits

A sign permit shall be obtained from the Zoning Administrator before any sign is erected, structurally altered, rehung, relocated, or replaced. A sign permit for refacing a sign shall only be required if the sign is non-conforming. A Certificate of Appropriateness from the Architectural Review Board will be necessary before sign permits can be issued within the Historic District. Sign permits shall expire six (6) months after date of issuance unless the permitted sign has been erected as specified by the permit. Expiration of the sign permit shall require reapplication,

including repayment of required sign permit fees, under the sign regulations in effect at that time.

25-12 Application

Each application for a sign permit shall be accompanied with plans and specifications showing the location, dimensions, materials, height of all letters and figures, and details of construction along with the fee in accordance with the Fee Schedule as set forth by Town Council by resolution.

25-13 Bond or Insurance

No person shall erect, structurally alter, rehang, alter, or replace any sign which projects over the street line, or which is installed nearer to the street line than the height of the sign, until he has filed with the Zoning Administrator a bond or an insurance policy endorsement of current liability insurance in effect, naming the Town of Warrenton, in an amount sufficient to indemnify the Town from any liability resulting from the construction, erection, or maintenance of such sign.

25-14 Maintenance and Removal

The owner of any sign shall keep such sign properly maintained at all times, and any sign which is hereafter unlawfully installed or maintained, or which ceases to be used for a period exceeding sixty (60) days shall be taken down and removed by the owner, agent, or person having control of the building, structure, or land upon which such sign is located, within ten (10) days after written notification from the Zoning Administrator. Upon failure to comply with such notice within the time specified therein, the Zoning Administrator may cause the removal of such sign and any expenses incident thereto shall be paid by the owner of the building, structure, or land upon which the sign is located.

25-15 Illumination

- A. Where illuminated signs are permitted, all exposed incandescent lamps used to illuminate ground signs, painted signs, or wall signs shall be equipped with reflectors or other devices arranged so as to concentrate the illumination upon the area of the sign and prevent glare.

- B. Illumination of any advertising sign in a C or I district located within three hundred (300) feet of any R district, except an R district planned for a C or I use, shall be extinguished between the hours of 12:00 midnight and 7:00 a.m.
- C. There shall be no sign with intermittent or flashing lights or moving parts, excluding signs for traffic regulation, marking of hazards, and the like.
- D. No search light type devices shall be permitted which direct a beam of light off the property on which the sign is located.

25-16 Alteration of Nonconforming Signs

Any sign erected prior to the adoption of this Ordinance which does not conform to the provisions of this Article shall not be altered except in conformity with the provisions of this Article.

25-17 Nonconforming Signs

- A. Signs which do not conform to the regulations and restrictions set forth in this Article may be continued only so long as the existing or a more restrictive use of a sign is not discontinued for more than sixty (60) days and so long as the signs are maintained in their sound structural condition.
- B. The uses of such signs shall conform to the provisions of this Article whenever the signs are enlarged, extended, reconstructed, altered, or structurally altered.
- C. No nonconforming sign may be moved on the same lot, building, or structure or to any other lot, building, or structure which does not permit such nonconforming sign.
(Amended by Council 5/14/96)